

PHILIPS



4K Ambilight TV

OLED

194 cm (77") Ambilight TV

4K OLED. 120 Hz

P5 AI perfect picture engine

Dolby Vision and Dolby Atmos



77OLED810

Incredible realism. Gorgeous design.

This sophisticated OLED Ambilight TV lets the beauty flow. From the minimalist design and lifelike picture to the surprisingly cinematic sound, you'll be captivated. Ambilight's immersive glow makes everything seem bigger and more...wow!

Every show. Every film. Every game.

- Total Gaming Solution. Thrilling play for every gamer
- Entertainment you love, with a little help from Google
- Whatever you watch, perfect TV sound. IntelliSound engine

Seamless in every way

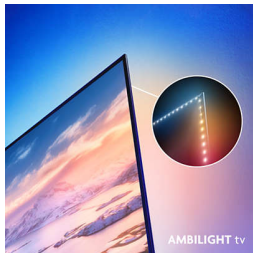
- Thoughtful design. Responsible packaging
- Connect to smart home networks, voice assistants and more

4K OLED Ambilight TV. Beautifully immersive.

- Immersive surround sound technology
- Bright OLED screen. Lifelike picture in any light
- Immerse yourself in what you love. Ambilight TV
- Whatever you watch, a picture so real. P5 engine with AI
- Cinematic viewing for all you watch and play

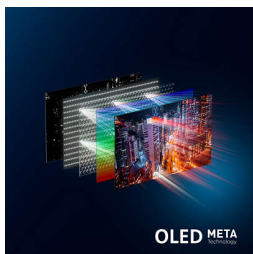
Highlights

Ambilight TV



Ambilight TVs are the only TVs with integrated LED lights on the back that react to what you watch, immersing you in a halo of colourful light. This changes everything: your TV seems bigger, and you'll be drawn deeper into your favourite sports, films, music and games.

Bright OLED screen



The lifelike picture of this bright OLED TV always looks superb, even if viewed at an angle. Any changes to ambient lighting in your room are automatically compensated for whatever you're watching, blacks look black (not grey) and even the smallest details will leap from the shadows and bright areas. All major HDR formats are supported.

P5 AI perfect picture engine



Philips P5 processor with AI delivers a picture so real it feels like you could step right into it. A deep-learning AI algorithm processes images in a manner similar to the human brain. No matter what you're watching, you get lifelike detail and contrast, rich colour, and smooth motion.

Cinematic viewing



Hold onto the edge of your seat! With Dolby Vision on board, you'll see the picture the director wanted you to see, no more disappointing scenes that are too dark to make out! From movies to games, say hello to every glorious detail.

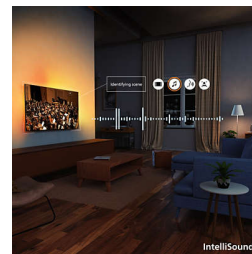
Surround sound technology



Compatibility with Dolby Atmos and DTS:X takes the sound of this TV to another level, in any room. The latest movies, the newest games, the

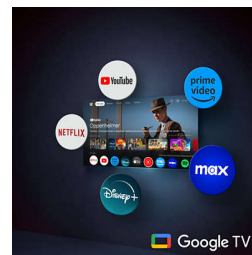
biggest sports events: with sound effects placed in the space above and around you, you'll feel like you're right in the middle of the action.

IntelliSound



With our IntelliSound engine onboard, your Ambilight TV can use AI to give you the best possible sound! Whether it's shows and movies, music or speech-heavy content like news, the TV will optimise settings automatically. Don't want to use AI? You can also select preset sound styles manually or customise settings yourself.

Google TV™



What do you want to watch? Google TV brings together movies, shows and more, from across your apps and subscriptions—and organises them just for you. You'll get suggestions based on what you like, and you can even use the Google TV app on your phone to curate your watchlist on the go.

OLED

4K Ambilight TV

77OLED810/12

Highlights

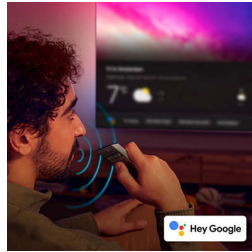
Total Gaming Solution



HDMI 2.1, 120 Hz native refresh rate and an ultra-low input lag. Indie game or AAA title, this Ambilight TV gives you the specs you need to game how you want! For more control, Game Bar 2.0 lets you customise how you play, and you

can connect a Bluetooth controller for cloud gaming. PC gamers can also enjoy 144 Hz VRR via HDMI.

Seamless control



Seamless compatibility with Matter means you can easily integrate this 4K Ambilight TV into your existing smart home network. You can also

use the TV remote to control your satellite or cable box or wake the Google Assistant—and the TV is compatible with Alexa-enabled devices and Apple AirPlay too.

Thoughtful design

The sleek bezel-free screen looks sophisticated in any room—and Ambilight creates mesmerising mood lighting when the screen is off. The slender metal TV remote recharges wirelessly and has motion-activated backlighting. Our packaging uses FSC-certified recycled cardboard, and the inserts are printed on recycled paper.

AMBILIGHT tv



Dolby Vision Atmos



OLED

4K Ambilight TV

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Specifications

Ambilight

Ambilight Features: Ambilight Suite, Game Mode, Music Mode, Wall colour adaptive
Ambilight Version: 3 sided

Picture/Display

Diagonal screen size (inch): 77 inch
Diagonal screen size (metric): 194 cm
Display: 4K Ultra HD OLED
Panel resolution: 3840 x 2160p
Native refresh rate: 120 Hz
Picture engine: P5 AI Perfect Picture Engine
Picture enhancement: Auto Film and Filmmaker Mode, Calman, Calman Autocal Ready and Manual Calibration, Crystal Clear, ECO, Film-maker mode, Game, Home Cinema, MEMC / FRC Embedded, Micro Dimming Perfect, Monitor, Personal, Perfect Natural Motion
Variable Refresh Rate: 144 Hz

Display input resolution

Resolution-Refresh rate: 576p - 50 Hz, 645 x 480 - 60 Hz, 720p - 50/60 Hz, 1920 x 1080p - 24/25/30/50/ 60/100/120/144 Hz, 2560 x 1440 - 60/120/144 Hz, 3840 x 2160p - 24/25/30/50/60/100/120/144 Hz

Tuner/Reception/Transmission

Digital TV: DVB-T/T2/T2-HD/C/S/S2
Signal strength indication
Teletext: 1000 page Hypertext
HEVC support

Smart TV

SmartTV apps*: Amazon Prime Video, Apple TV, Disney+, Netflix*, NFT app*, YouTube
OS: Google TV™
Memory size (Flash)*: 32 GB

Smart TV Features

Interactive TV: HbbTV
Voice assistant*: RC with Mic., Works with Alexa, Hey Google
Smart Home experience: Control4, MATTER, Works with Apple Home
Gaming Control Bar: Gamebar 2.0

Multimedia Applications

Video Playback Formats: AVI, MKV, HEVC, H.264/MPEG-4 AVC, MPEG1, MPEG2, MPEG4, VP9, HEVC (H.265), AV1
Music Playback Formats: MP3, WAV, AAC, FLAC
Subtitles Formats Support: SRT, SMI, SSA, SUB,

ASS, TXT

Picture Playback Formats: JPEG, GIF, PNG, BMP, HEIF

Sound

Audio: 4.1 Channel
Output power (RMS): Output power: 70 Watts (RMS)
Speaker configuration: 10 W x 4 mid-high speaker, 30 W subwoofer
Codec: Dolby Atmos®, Dolby Digital, DTS:X
Sound Enhancement: A.I. EQ, AI mode, AVL Mode, Clear Dialogue, Dialogue, Dolby Media Intelligence, Dolby Atmos®, Entertainment, Hearing Profile, Music, Night mode, Original, Personal, Spatial Music
Headphone Features: Dolby Atmos for Headphone
Main Speaker: 2-Way Mid + Tweeter
Woofer: Triple Ring Balance Quad PR

Specifications

Connectivity

Number of HDMI connections: 4

HDMI features: 4K, Audio Return Channel

EasyLink (HDMI-CEC): One touch play, Remote control pass-through, System audio control, System standby

Number of USBs: 2

Wireless connection: Wi-Fi 802.11ax, 2x2, Dual band, Bluetooth 5.2, Works with Apple AirPlay

HDCP 2.3: Yes on all HDMI

HDMI ARC: Yes on HDMI2

HDMI 2.1 features: eARC on HDMI 2, eARC/VRR/ALLM supported, Max 48 Gbps data rate

EasyLink 2.0: External setting via TV UI, HDMI-CEC for Philips TV/SB

Supported HDMI video features

HDMI 1/2: HDMI 2.1 full bandwidth 48 Gbps, up to 4K 144Hz

Gaming: AMD FreeSync Premium, ALLM, Dolby Vision Game, HDMI VRR, HGiG, Nvidia G-Sync compatible

HDMI 3/4: HDMI 2.0

HDR: Dolby Vision, HDR10, HDR10+ Adaptive, HLG

EU Energy card

EPREL registration numbers: 2295005

Energy class for SDR: F

On mode power demand for SDR:

134 kWh/1000h

Energy class for HDR: G

On mode power demand for HDR:

141 kWh/1000h

Off mode power consumption: n.a

Networked standby mode: 2.0 W

Panel technology used: OLED

Power

Mains power: AC 100 – 240 V 50/60 Hz

Standby power consumption: less than 0.3 W

Power Saving Features: Auto switch-off timer, Eco mode, Light sensor, Picture mute (for radio)

Accessories

Included accessories: 1x USB-C cable for remote control charging, Power cord, Remote Control with wireless charging, Quick start guide, Safety and Legal Leaflet, Tabletop stand

Design

Colours of TV: Metal bezel frame

Stand design: Metal satin chrome soap bar arch stand

Dimensions

Distance between 2 stands: 801 mm

Wall-mount compatible: 400 x 300 mm

TV without stand (W x H x D):

1723 x 991 x 79 mm

TV with stand (W x H x D): 1723 x 1059 x 316 mm

Package carton (W x H x D): 1460 x 860 x 160 mm

Weight of TV without stand: 35.5 kg

Weight of TV with stand: 36 kg

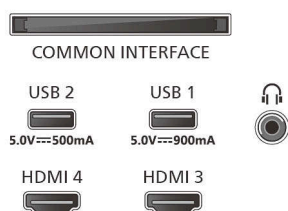
Weight incl. packaging: 45.1 kg



- * This television contains lead only in certain parts or components where no technology alternatives exist in accordance with existing exemption clauses under the RoHS Directive.
- * The TV supports DVB reception for 'Free to air' broadcast. Specific DVB operators may not be supported. An up-to-date list can be found in the FAQ section of the Philips support website. For some operators Conditional Access and subscription are required. Contact your operator for more information.
- * Philips TV Remote app and related functionalities vary by TV model, operator and country, as well as smart device model and OS. For more details, please visit: www.philips.com/TVRemoteapp.
- * EPG and actual visibility (up to 8 days) is country- and operator-dependent.
- * Netflix subscription required. Subject to terms on <https://www.netflix.com>
- * Amazon Prime is available in selected languages and countries.
- * Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Amazon Alexa is available in selected languages and countries.
- * Over-the-top media services button on the remote control will be different in each country. Please refer to the actual product in the box.
- * Google Assistant is available in different languages and countries specific to product types.
- * Availability and functionality of voice-control services varies according to country and language.
- * Google TV is the name of this device's software experience and a trademark of Google LLC.
- * Google TV is the name of this device's software experience and a trademark of Google LLC. YouTube, OK Google and other marks are trademarks of Google LLC.
- * Availability of Apple TV app and Apple TV+ may vary by country or region. Please check the Google Play and Apple Inc. support pages.
- * 144 Hz HDMI VRR, G-sync and FreeSync are achievable when gaming on a PC, connected to your OLED TV via HDMI
- * Matter/Control4: this feature will become available in 2025 via a software update.

Connections

Side



Down

